

CLAIMS

What is claimed is:

1. A content management system for media publishing, comprising:
5 a plurality of content management tools for managing media contents during a publication process; and
a publishing pipeline configured to operate in concert with said plurality of content management tools during the publication process to control development, distribution, and access of the media contents,
10 wherein said publishing pipeline provides a plurality of environments for staged and organized development and publication of the media contents.
2. The system of claim 1, wherein the plurality of environments includes a development/production environment.
15
3. The system of claim 2, further comprising:
a producer configured to create and edit templates of media items and associated data in the development/production environment.
- 20 4. The system of claim 1, wherein the plurality of environments includes a staging environment.
5. The system of claim 1, wherein the plurality of environments includes a live environment.
25
6. The system of claim 5, wherein said publishing pipeline includes a plurality of producers configured to push new media content through said publishing pipeline onto the live environment.

7. The system of claim 6, wherein said plurality of content management tools allows each producer to manage taxonomies and editorial content of various types of websites.

8. The system of claim 1, wherein said content management system is a system
5 resident on a client computer.

9. The system of claim 8, wherein said content management system includes a .net based application.

10. The system of claim 1, wherein said plurality of content management tools includes
10 taxonomies to define an overall dynamic site content structure of said content management system.

11. The system of claim 1, wherein said plurality of content management tools includes
15 a create-once-render-everywhere (CORE) user interface manager to support building, editing, and publishing a media project including media contents.

12. A method of managing media contents and data, comprising:
providing a plurality of content management tools; and
20 configuring a publishing pipeline to operate in concert with said plurality of content management tools during a publication process to control development, distribution, and access of the media contents and data,

wherein said configuring a publishing pipeline provides a plurality of environments for staged and organized development and publication of the media contents and data.

25 13. The method of claim 12, wherein the plurality of environments enable said publishing pipeline to perform parallel development and publication of the media contents and data.

14. The method of claim 12, wherein the plurality of environments includes a development/production environment, a staging environment, and a live environment.

15. The method of claim 14, further comprising:
maintaining a separate storage for each environment.

16. The method of claim 15, further comprising:
creating and editing templates of media contents and associated data in the
development/production environment.

17. The method of claim 16, further comprising:
migrating the templates of media contents and associated data to the staging
environment.

18. The method of claim 17, further comprising:
testing and reviewing the templates of media contents and associated data in the staging
environment.

19. The method of claim 18, further comprising:
migrating the tested and reviewed templates of media contents and associated data to
the live environment.

20. The method of claim 19, further comprising:
enabling users to access the templates of media contents and associated data in the live
environment for member publishing.

21. The method of claim 14, further comprising:
allowing producers to import new media contents and associated data into a table in the
live environment.

22. The method of claim 21, further comprising:

flagging the new media contents and associated data when the producer imports new media contents and associated data into the table.

5

23. The method of claim 12, wherein said configuring a publishing pipeline includes providing a developing/production environment.

24. The method of claim 12, wherein said configuring a publishing pipeline includes providing a staging environment.

10

25. The method of claim 12, wherein said configuring a publishing pipeline includes providing a live environment.

15

26. The method of claim 25, wherein said configuring a publishing pipeline includes pushing new media content through said publishing pipeline onto the live environment.

27. The method of claim 26, wherein said providing a plurality of content management tools includes managing taxonomies and editorial content of various types of websites.

20

28. The method of claim 27, further comprising:

storing the taxonomies as a flat table of individual nodes that have parent links and associated data.

25

29. The method of claim 28, wherein the associated data includes a business name.

30. The method of claim 12, wherein the taxonomies are configured in a tree structure.

31. A computer program, stored in a tangible storage medium, for use in managing media contents, the program comprising executable instructions that cause a computer to:

30

provide a plurality of content management tools; and
configure a publishing pipeline to operate in concert with said plurality of content management tools during publication process to control access and distribution of the media contents,

5 wherein said publishing pipeline provides a plurality of environments for staged and organized development and publication of the media contents.

32. The computer program of claim 31, wherein said configuring a publishing pipeline includes pushing new media content through said publishing pipeline onto the live
10 environment.

33. The computer program of claim 31, wherein said providing a plurality of content management tools includes managing taxonomies and editorial content of various types of websites.

15 34. The computer program of claim 33, further comprising:
storing the taxonomies as a flat table of individual nodes that have parent links and associated data.

20 35. A content management system for media publishing, comprising:
a content management means for managing media contents during a publication process; and
a pipeline means for operating in concert with said content management means during the publication process to control access and distribution of the media contents,
25 wherein said pipeline means provides a plurality of environments for staged and organized development and publication of the media contents.

36. A content management system for media publishing, comprising:
a content management means for managing media contents during a publication
30 process; and

a pipeline means for operating in concert with said content management means during the publication process to control development, distribution, and access of the media contents,

wherein said pipeline means provides a plurality of environments for staged and organized development and publication of the media contents.